



# StarMail4.2.0

- User Manual

**Efficient e-mail communication with your  
Target Group**

StarMail 4.2.0 User Manual v1.0. Copyright 2008 Netstar AB.

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## 1. About StarMail

StarMail is a powerful software for distribution of e-mails and newsletters. StarMail is built to handle very large numbers of emails or newsletters. StarMail consists of a Client part (StarMail Editor) and a Server part (StarMail Service), where the Client part is described in this User Manual. In the Client part, the message is created and the distribution is set and initiated. Then there is an order email with advanced meta data sent to the dedicated StarMail mass distribution servers. The servers then distribute the emails and newsletters without disturbing or absorbing important power from the senders IT environment. Real-time statistics for each distribution is available instantly.

## 2. Walkthrough of StarMail

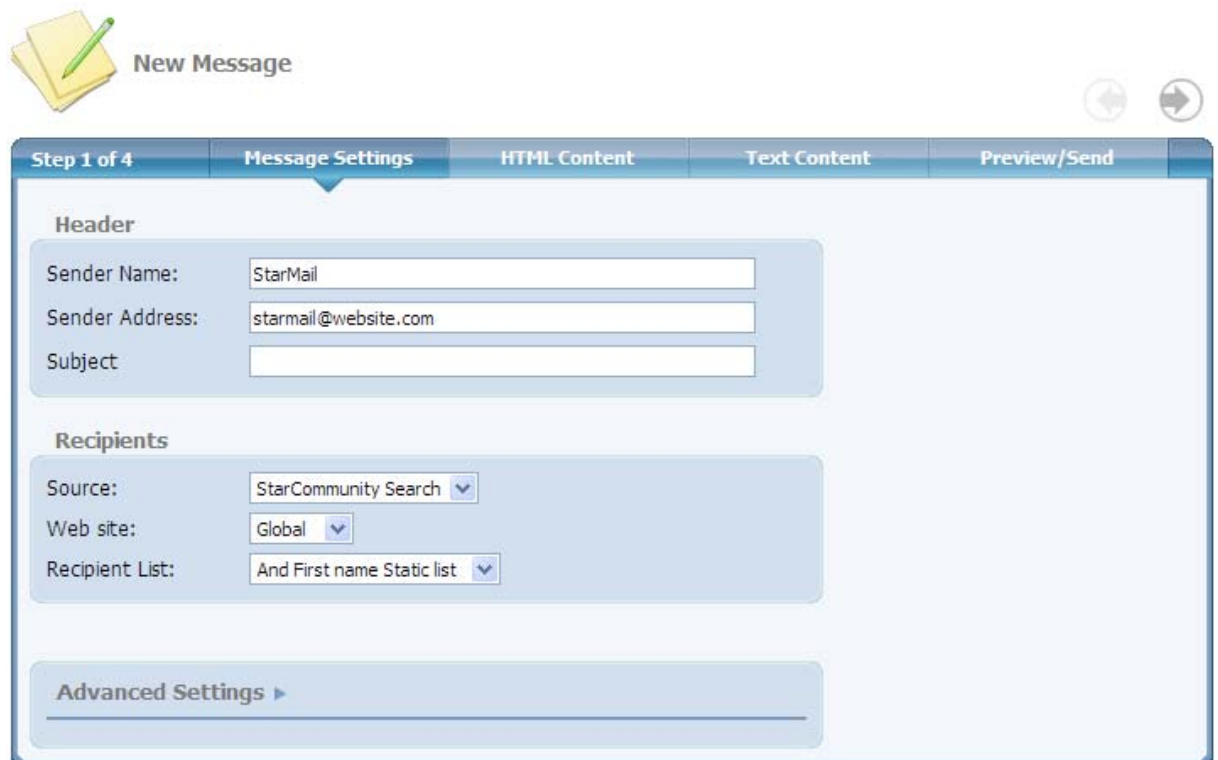
### 2.1. Main View

When you have successfully logged in to StarMail, the StarMail Main View is displayed. The main view consists of the following three menu options:

- 1. New Message**– here you create, select and initiate the distribution of newsletters or emails to your target group.
- 2. Sent Messages** – here you can see sent messages and newsletters. Statistics and results from each message and newsletter are displayed here, too.
- 3. Manage Recipients**–here you can select and import lists of recipients.

## 2.2. New Message

From this view, you can easily compose and distribute messages to your target group. There are four tabs with settings to set before you can distribute your message. Different colors indicate the status of a tab. If a setting within a tab is incorrect the tab will be displayed with a light blue color. A dark blue color indicates that all settings are correct.

The 'New Message' dialog box is shown. It has a title bar with a yellow notepad icon and the text 'New Message'. Below the title bar are five tabs: 'Step 1 of 4' (dark blue), 'Message Settings' (light blue), 'HTML Content' (light blue), 'Text Content' (light blue), and 'Preview/Send' (light blue). The 'Message Settings' tab is active. It contains two sections: 'Header' and 'Recipients'. The 'Header' section has three text input fields: 'Sender Name' (filled with 'StarMail'), 'Sender Address' (filled with 'starmail@website.com'), and 'Subject' (empty). The 'Recipients' section has three dropdown menus: 'Source' (filled with 'StarCommunity Search'), 'Web site' (filled with 'Global'), and 'Recipient List' (filled with 'And First name Static list'). At the bottom of the 'Message Settings' tab is an 'Advanced Settings' section with a right-pointing arrow.

### 2.2.1. Message Settings

#### Header

In the Header area the message information is selected, which is displayed for the recipients when they receive the message.

#### Recipients

Here it is possible to select from where to get recipients lists, and which recipients list to use.

Optimize for spam filters allows you to select whether or not you want to sacrifice some statistics collection to avoid having your newsletter classified as a spam.

**Advanced Settings** ▼

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- ☐ Optimize for spam filters
- ☒ Remove active content (SCRIPT, APPLET, OBJECT, EMBED, FORM) tags

The screenshot shows the 'HTML Content' tab of the 'Message Settings' dialog. In the 'Choose HTML Source' section, the 'HTML Editor' radio button is selected. The 'HTML Content' area contains a rich text editor with a toolbar at the top and a large text area below it. The toolbar includes icons for undo, redo, bold, italic, underline, text color, background color, bulleted list, numbered list, link, unlink, and other formatting options. The status bar at the bottom of the editor shows 'Words: 0 Characters: 0'.

URL, HTML Editor, Text Editor or EPiServer

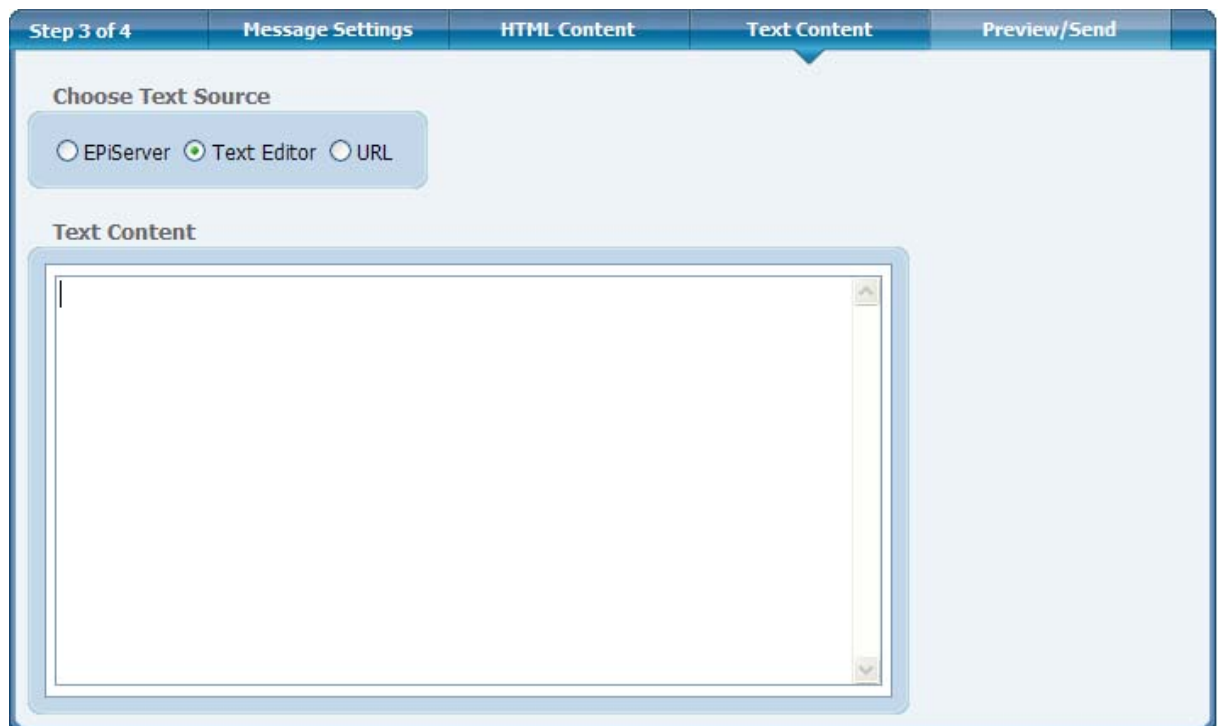
You can either choose to send an URL to your recipients or create a new message with the HTML or Text Editor.

It is also possible to select messages created in EPiServer or DocStar and use as a message. (Note that if EPiServer or DocStar is used, a third tab will be displayed, from where you can select the page to include in your message.)

You can put in variables in the HTML editor that personalize the message, e.g. to have every recipient name automatically pasted in each distributed message. StarMail supports use of up to 20 variables.

*Note: The HTML editor is an easy way to create an HTML message. However, to ensure that all tags and formatting remain in the final output just as*

### 2.2.3. intended, it may better to use the Text Editor. TextContent

A screenshot of the StarMail web interface showing the 'Text Content' tab. The interface has a blue header with tabs: 'Step 3 of 4', 'Message Settings', 'HTML Content', 'Text Content' (selected), and 'Preview/Send'. Below the tabs, there is a section titled 'Choose Text Source' with three radio buttons: 'EPiServer', 'Text Editor' (selected), and 'URL'. Below this is a section titled 'Text Content' containing a large, empty text area with a vertical scrollbar on the right side.

Here you write the text that you want to be displayed for the recipients if they do not support HTML in their e-mail client.

It is possible to write the message in a text editor or to send a URL that is automatically shown if the recipients email client does not support HTML.



#### 2.2.4. Send/Preview

In the Preview/Send step you can view the message content and all settings before actually sending or scheduling to send your message. To make changes simply click Edit to go back.

The image shows the 'Send/Preview' step of the StarMail interface. It has a blue header bar with tabs: 'Step 4 of 4', 'Message Settings', 'HTML Content', 'Text Content', and 'Preview/Send'. The 'Preview/Send' tab is active. The main content area is light blue and contains several sections: 'Send' with 'Send now' (selected) and 'Schedule' radio buttons, and a 'Send' button; 'Preview' with a 'Send preview to' text box, a 'Preview HTML in browser' button, and a 'Send' button; 'Header' with fields for 'Sender Name' (StarMail), 'Sender Address' (starmail@website.com), and 'Subject' (xczxc), each with an 'Edit' button; 'Recipients' with fields for 'Source' (Standard), 'Web site' (Global), and 'Recipient List' (asdf), each with an 'Edit' button; 'Advanced Settings' with checkboxes for 'Optimize for spam filters' and 'Remove active content (SCRIPT, APPLET, OBJECT, EMBED, FORM) tags', each with an 'Edit' button; and 'Content' with checkboxes for 'HTML' and 'Text', both set to 'Yes', each with an 'Edit' button.


It is also possible to preview the HTML content in your web browser. Please note that depending on different mail client software, your web browser may not accurately represent the design that recipients will see when opening the message.

#### Scheduling

Here it is possible to schedule message to be distributed for specific day and time. This feature is convenient when you want the mail to be sent when you are not able to push the “Send” button yourself, such as during holidays or special events.



**Send**

☐ Send now ☒ Schedule  

**Preview**

Send preview to

< March 2008 >

Sun	Mon	Tue	Wed	Thu	Fri	Sat
24	25	26	27	28	29	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	1	2	3	4	5

-

After sending your message, you can choose either to go back to your current message, send a newmessage or choose any of the options in the main menu.

### **Sending E-mail**

Your E-Mail has been scheduled for delivery on 12:00 AM



**Compose New  
Message**



**Back to current  
message**



## 2.3. Sent Messages




As shown in the figure below –all statistics for sent messages in StarMail are saved and it is possible to look at them in real time. For instance, it is possible to see how many recipients have read the message or how many have clicked on a particular link.

The sent messages view has a search interface, where you can search by web site, recipient list, subject and the date when the message was sent. The clock icon indicates that a message has been scheduled to send.



### Sent Messages

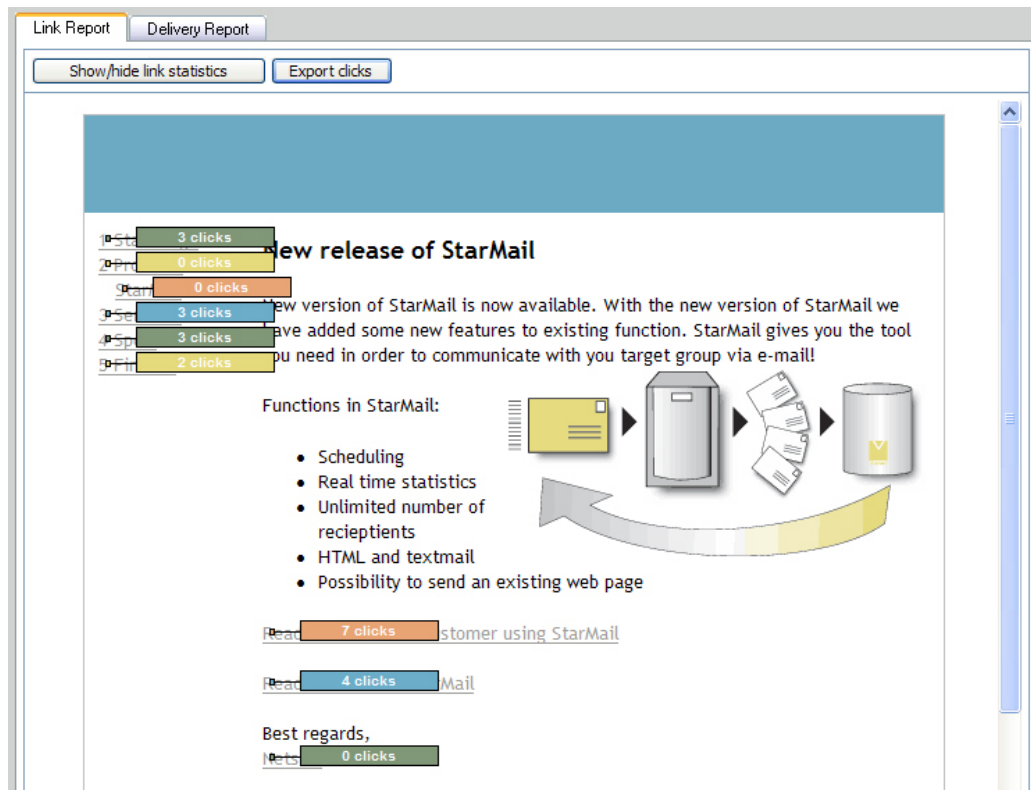
Web site:	Global	Sent date:	
Recipient List:	Any	from:	
	Any	to:	
Subject:			
Search			

Subject	Sent	Recipient List	Recipients	Opened	Clicks	Remove
<a href="#">xcxz</a>	9:44 AM	Malin	1	0	0	×
<a href="#">xcxz</a>	9:38 AM	 asdf	2	0	0	×
<a href="#">asdasd</a>	3/21/2008	asdf	2	0	0	×
<a href="#">tiru</a>	3/21/2008	 asdf	2	0	0	×
<a href="#">tiru</a>	3/21/2008	asdf	2	0	0	×
<a href="#">tiru</a>	3/21/2008	asdf	2	0	0	×
<a href="#">asdasd</a>	3/21/2008	asdf	2	0	0	×
<a href="#">asdasd</a>	3/21/2008	asdf	2	0	0	×
<a href="#">test</a>	3/21/2008	 myList	3	1	0	×
<a href="#">test</a>	3/21/2008	 myList	3	0	0	×
<a href="#">test</a>	3/21/2008	 myList	3	0	0	×
<a href="#">test</a>	3/21/2008	myList	3	0	0	×
<a href="#">Hei hopp</a>	3/20/2008	Malin	1	0	0	×
<a href="#">testtest</a>	3/19/2008	Dynamisk Stje	1	1	0	×
<a href="#">Test with epiCMS upgraded to 4.1.1.0</a>	1/24/2008	myList	3	0	0	×

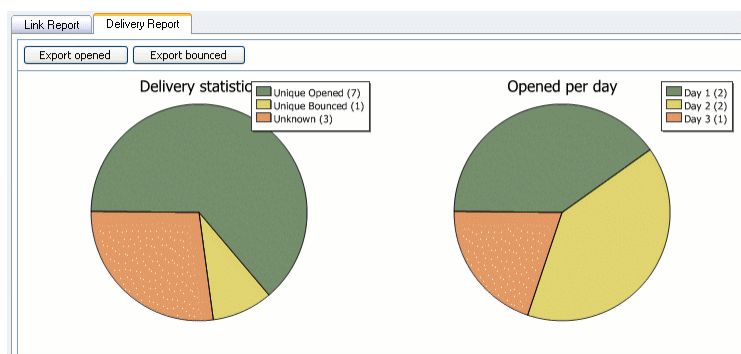
### 2.3.1. Message Statistics

Click the name of one of the listed messages to bring up the Message Statistics window.

On the first tab, "Link Report", link statistics can be visualized with markers showing how many clicks have been made to each link. The second available option is exporting a list of who has clicked which links as a file.



On the second tab, "Delivery Report", there are pie charts visualizing the most important statistics, as well as options to export lists of the people who have opened the message and the addresses that bounced it.



## 2.4. Manage Recipients

Here it is possible to import and to export recipients list from and to external applications. All recipient lists are displayed as shown below with information about list creation date and the number of recipients it contains. The source "Standard" is for sources imported from text or XML files into StarMail. Other sources, such as StarCommunity or EPiServer, may be available depending on your installation.



















### Manage Recipients

#### Select Recipient Source

Source:

Web site:

Name	Created	Recipients		
Håkans grymmaste lista	3/19/2008	27		
Håkans grymmaste lista 2	3/19/2008	27		
Höklars	3/19/2008	1		
Dynamisk Stje	3/19/2008	1		
Malin	3/19/2008	1		
asd	3/19/2008	27		
And First name Static list	3/19/2008	2		
stjernandynamic	3/19/2008	1		

#### Import Standard Recipient List

StarMail can import E-mail address lists from XML and CSV text files (semi colon separated).

#### CSV files

Most common is importing Email lists from Excel.

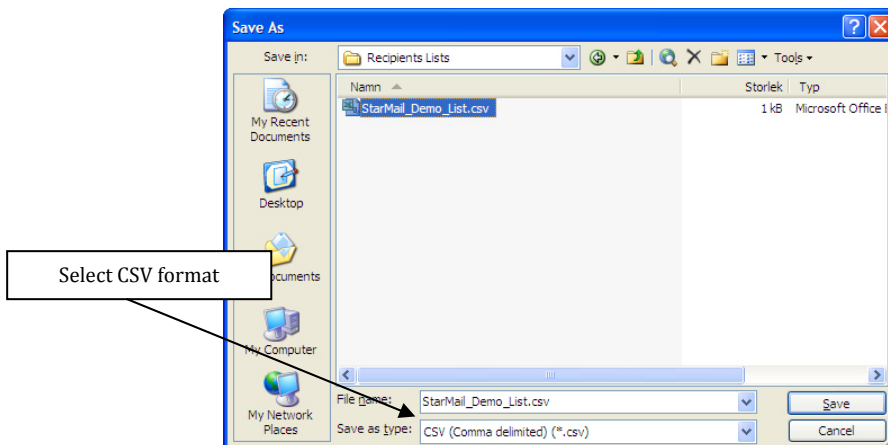
When importing email addresses from Microsoft Excel the file needs to be saved in a specific format. Please see instructions below.

	A	B	C	D
1	E-mail	Name	Sur Name	Title
2	<a href="mailto:emailA@netstar.se">emailA@netstar.se</a>	Andreas	Stjernström	Partner Manager
3	<a href="mailto:emailB@netstar.se">emailB@netstar.se</a>	Gustav	Lagercrantz	CEO
4	<a href="mailto:emailC@netstar.se">emailC@netstar.se</a>	Elvis	Presley	The King
5	<a href="mailto:emailD@domain.com">emailD@domain.com</a>	Tiger	Woods	Golf Pro
6				
7				
8				

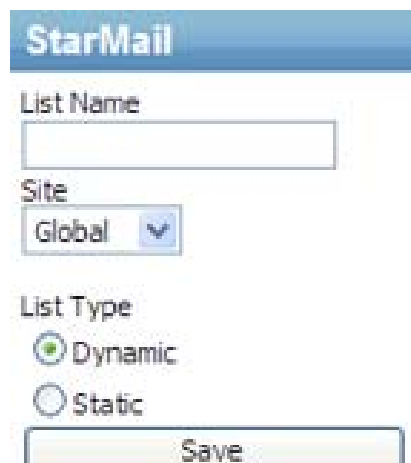
The first row is a header row and is not imported to StarMail. The first column is always used as the email address. It is possible to import a list that consists of only one column with email addresses. In the example above, there are additional columns with variables such as Name, Sur Name and Title. These variables can be used for different needs and are used to personalize each email sent from StarMail. StarMail handles up to 20 variables for each recipient list.

*Note: For more information about designing your own personalized messages, see the Technical Manual for StarMail.*

Save the Excel sheet as a CSV-file (Semi colon delimited) and make sure that the file has the format UTF-8. If it is not possible to make sure that the CSV-file is in UTF-8 format, open the file with a regular text editor, such as Notepad, and save the file again making sure that the file is in UTF-8 format.



*Note: Information regarding invalid records for a list of recipients can be downloaded.*



With StarMail integration it is possible to save e-mail addresses from the search results in User Management directly to StarMail. This option makes it easy to send bulk e-mail or newsletters to different selections of members in StarCommunity. The e-mail addresses can be saved to a static list or to a dynamic list.

### 3. Message Bounces

The StarMail server collects information about emails that bounce. The information is delivered with Web Services to the sender. It is up to the sender to decide action on e-mail



addresses that bounce. For example, if an address bounces more than two times it can be removed from that specific recipients list.

## 4. Requirements

### 4.1. Knowledge

StarMail requires basic knowledge of using:

- Internet Explorer / Firefox

### 4.2. System requirements

Client side (administrators)

- Internet Explorer 6 / Firefox 1.5

## 5. Related products

Other products from NetstarAB include:

- **StarCommunity**—community development platform
- **DocStar** - web content management system used to manage all editorial web pages
- **StarStats** - relevant event based statistics to support business decisions

## 6. Help us get better

Please send your comments and feedback on this user manual by e-mail to [productfeedback@netstar.se](mailto:productfeedback@netstar.se). We also appreciate if you notify us of errors in this user manual or features you think are not described correctly.